

GD 60 Course Outline as of Fall 2026**CATALOG INFORMATION**

Dept and Nbr: GD 60

Title: PROFESSIONAL PORTFOLIO

Full Title: Creating the Professional Portfolio

Last Reviewed: 3/10/2025

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	4	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

Students learn to prepare professional print, digital and web portfolios for graphic design, photography and art by using their own pre-existing 10-15 portfolio-ready pieces (to be approved by the instructor). This course teaches student how to navigate the job market, acquire essential interview skills, present their work, and develop network skills, resumes, self-promotion, and essential soft-skills.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL C1000 or equivalent

Limits on Enrollment:**Schedule of Classes Information:**

Description: Students learn to prepare professional print, digital and web portfolios for graphic design, photography and art by using their own pre-existing 10-15 portfolio-ready pieces (to be approved by the instructor). This course teaches student how to navigate the job market, acquire essential interview skills, present their work, and develop network skills, resumes, self-

promotion, and essential soft-skills. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL C1000 or equivalent

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Spring 2010	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Create professional physical and digital portfolios using the instructor approved design pieces.
2. Perform the steps and protocols for a successful portfolio presentation to a live audience.
3. Navigate the graphic design job market through portfolio preparation, presentation and active engagement with industry resources.

Objectives:

At the conclusion of this course, the student should be able to:

1. Choose a portfolio format for graphic design work.
2. Select the best work to include in the portfolio for a variety of formats.
3. Lay out clean and simple portfolio pages that display the work to its best advantage.
4. Organize the portfolio with the best flow possible.
5. Navigate the current job market and explore workforce opportunities.
6. Present the portfolio to an audience with confidence and thoughtful comment.
7. Create a self-promotional, leave-behind portfolio.

Topics and Scope:

- I. Introduction to Portfolios and Industry Protocol
- II. Choosing the Best Portfolio Formats
 - A. Electronic vs print vs web
 - B. Laying out portfolio pages effectively
 - C. Leave-behinds: Creating an effective leave-behind self-promotional portfolio
 - D. Organizing the flow of a portfolio
- III. Choosing the Best Work for the Portfolio

- A. Photographing your work
 - B. Digital prototypes and mock-ups
- IV. Navigating the Job Market
- A. Interview skills
 - 1. Preparing for the interview
 - 2. Over the phone vs video interviews
 - 3. In person interviews
 - 4. Interview etiquette
 - B. Techniques for effective portfolio presentations
 - C. Job hunting
 - D. Networking
 - 1. Building professional bonds
 - 2. Forming new connections
 - 3. Networking outlets
 - E. Making an impression
 - F. Social media
 - G. Resume and Curriculum Vitae (CV)
- V. Resources
- A. Professional groups
 - 1. American Institute of Graphic Artists (AIGA)
 - 2. Graphic Artist Guild
 - B. Online portfolio tools such as Behance
 - C. Online website builder, such as Squarespace
 - D. Online content management system (CMS) such as WordPress
- VI. Self-Branding
- VII. Portfolio for Freelancing

Assignment:

1. Weekly reading of textbook and instructor handouts (1 - 50 pages)
2. Class projects (1 - 6), such as:
 - a. Creation of physical graphic design portfolio
 - b. Develop a digital and online portfolio
 - c. Creating a leave-behind self-promotional portfolio
 - d. Self-branding, including the development of a logo, color scheme, typeface creation or selection. As well as a business card and resume/letter template
3. Career/job market skill building assignments such as:
 - a. Portfolio presentation in front of a live audience
 - b. Mock interviews
 - c. Networking event
 - d. Job market self-assessment
4. Participate in critiques of portfolios and presentations
5. Quizzes and exams

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because problem solving assessments and skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Career/job market skill building assignments

Problem solving
30 - 60%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class projects

Skill Demonstrations
20 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes, exams

Exams
0 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participate in critiques of portfolios and presentations

Other Category
10 - 20%

Representative Textbooks and Materials:

Creating a Successful Graphic Design Portfolio. Lee, Irina. Bloomsbury Visual Arts: 2021
Burn Your Portfolio: Stuff they don't teach you in design school, but should. Janda, Michael.
New Riders 2013. (classic).
Instructor prepared materials